

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

(716) 634-9232

Fax (716) 634-3145

March 20, 1998

RJR Account #186350

D. Prudence

F & T DISTRIBUTORS

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Diane:

SALEM .30¢ Tear Tape product has been ordered, as well as 9 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162605

Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APRIL DELIVERY
SALEM TEAR TAPE
F & T DISTRIBUTORS

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival: April 6, 1998
Ship Date to Retail: Week of: April 13, 1998

EFT \$ Amount: \$1,188.86

RETAIL DISTRIBUTION DATES

(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION 4/13/98 (PRODUCT AND DISPLAY)

MAY DISTRIBUTION 5/4/98 (PRODUCT ONLY)

JUNE DISTRIBUTION 6/8/98 (PRODUCT ONLY)

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

51845 8280

OPENBB2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1

DATE: 98-03-1

TIME: 11:35 7

WHOLESALE : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	MB5 QTY	M100 QTY	LT MB5 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	3	2	2	2	9		
162205	162231	651492	GROTON 5 & 10	160 MAIN ST.	GROTON	NY	13073	2	2	1	2	7		
162205	162231	799270	CFM - FETC	117 MAIN ST	CORTLAND	NY	13045	1	1	1	1	4		927913
162605	162231	031651	PAYLO QUICK STOP	208 E MAIN ST	TRUMANSBURG	NY	14886	1	1	1	1	4		
162605		269497	REYNOLDS VARIETY	222 ELMIRA RD	ITHACA	NY	14850			1	1	2		
162605		269572	COVERD BRIDGE GROC	MAIN ST	NEWFIELD	NY	14867	1		1		2		
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850		1	1		2		
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850			1	1	2		
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	2	1	1	1	5		

PAGE BREAK TOTAL ACCOUNTS

9 TOTAL QUANTITY

10 8 10 8

TEMPLATE TOTAL ACCOUNTS

9 TOTAL QUANTITY

April Distribution
4/13/98

51845 8281

BPEN5BB2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1

DATE: 96-03-1

TIME: 11:35

WHOLESALE : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 96 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	3	2	2	2	9		
162205	162231	651492	GROTON 5 & 10	160 MAIN ST.	GROTON	NY	13073	2	2	1	2	7		
162205	162231	799270	CFM - FETC	117 MAIN ST	CORTLAND	NY	13045	1	1	1	1	4		927913
162605	162231	031651	PAYLO QUICK STOP	208 E MAIN ST	TRUMANSBURG	NY	14886	1	1	1	1	4		
162605		269497	REYNOLDS VARIETY	222 ELMIRA RD	ITHACA	NY	14850			1	1	2		
162605		269572	COVERD BRIDGE GRO	MAIN ST	NEWFIELD	NY	14867	1		1		2		
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850		1	1		2		
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850			1		1		
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	2	1	1	1	5		

PAGE BREAK TOTAL ACCOUNTS

9

TOTAL QUANTITY

10 8 10 8

(36)

TEMPLATE TOTAL ACCOUNTS

9

TOTAL QUANTITY

May Distribution

5/4/98

51845 8282

BPEN5BR2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1

WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

DATE: 98-03-1

TIME: 11:35

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
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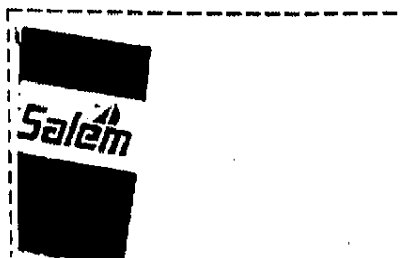
10 8 10 8

TEMPLATE TOTAL ACCOUNTS

9 TOTAL QUANTITY

Jane Distribution
6/8/98

51845 8283



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 8284